Amendments To The Claims:

Please replace all prior versions and listings of the claims with the following amended claims:

1. (currently amended)   A method of distributing advertisements to a medium <u>over a wide area network</u>, the method comprising:
    a.   determining a site categorization of a content site;
    b.   determining a message categorization for each of a plurality of messages, each message containing a corresponding advertisement;
    c.   matching the message categorization with the site categorization to form a plurality of matched messages for the content site;
    d.   classifying the plurality of matched messages according to a target criterion;
    e.   selecting a message from the plurality of matched messages using a selection criterion, the selection criteria comprising a price associated with the message; and
    f.   delivering the selected message to the content site <u>from a server</u>, the message comprising a format adapted to display in the corresponding content site.

2. (original)   The method of claim 1, wherein the selection criterion is that the content site meets one of a target, payment, and constraint of a message deal associated with the selected message.

3. (currently amended)   The method of claim 1, wherein the <u>selected</u> message is automatically generated based on a characteristic of the content site.

4. (currently amended)   The method of claim 1, wherein the <u>selected</u> message is selected from the group consisting of a text message, a video message, and an audio message.

5. (currently amended)   The method of claim 1, further comprising tracking the delivery and results of a <u>the</u> selected message, thereby generating tracking information.

6.   (original)   The method of claim 1, wherein the selection criteria comprises a ranking of each of the plurality of messages.

7.   (previously presented)   The method of claim 6, wherein the ranking is performed using one or more price metrics, each price metric related to a price of displaying the advertisement on the media.

8.   (original)   The method of claim 7, wherein the selection criterion further comprises a ratio of the display count of the advertisement to a display count of the remaining advertisements in the category.

9.   (previously presented)   The method of claim 1, wherein classifying the plurality of matched messages is performed according to a classification scheme.

10.   (original)   The method of claim 1, wherein the target criterion is that an advertisement is related to a characteristic of data related to a user.

11.   (original)   The method of claim 10, wherein the characteristic is a topic entered by the user into a Web page.

12.   (original)   The method of claim 10, wherein the characteristic is a keyword supplied to a search engine.

13.   (original)   The method of claim 10, wherein the characteristic is a demographically identifiable content.

14.   (original)   The method of claim 10, wherein the characteristic is a geographically identifiable content.

15.   (previously presented)   The method of claim 1, wherein the medium comprises a node on the Internet.

16.   (original)   The method of claim 1, wherein the medium comprises a mobile phone display.

17.   (original)   The method of claim 1, wherein the medium comprises a television set.

18.   (original)   The method of claim 1, wherein the medium comprises a radio signal.

19.   (original)   The method of claim 1, wherein the medium comprises a non-electronic medium.

20.   (previously presented)   The method of claim 19, wherein the non-electronic medium comprises a newspaper.

21.   (canceled).

22.   (previously presented)   A system for distributing advertisements to a medium, the system comprising:
a.   a database containing a plurality of messages organized by a targeting classification;
b.   a content inventory and inventory and deal manager configured to determine a site categorization of a content site, determine a message categorization for each of the plurality of messages, match the message categorization with the site categorization to form a plurality of matched messages for the content site and select a message from the plurality of matched messages according to a selection criteria, the selection criteria including a price metric; and
c.   a message server configured to transmit the selected message from the database to a content site.

23.   (currently amended)   The system of claim 22, wherein the messages ~~comprise a message~~ are selected from the group consisting of a text message, a video message, and an audio message.

24.   (original)   The system of claim 22, wherein the plurality of messages are ranked according to a ranking criterion.

25.   (previously presented)   The system of claim 24, wherein the ranking criterion is related to a price of displaying a message on a medium.

26.   (currently amended)   The system of claim 24, wherein the ranking criterion is related to the number of times that ~~a~~ <u>the</u> message has been displayed on a medium.

27.   (currently amended)   The system of claim 22, further comprising a marketplace coupled to the content inventory and deal manager, the marketplace configured to transmit ~~a~~ <u>the</u> selected message to the content site.

28.   (currently amended)   The system of claim 27, further comprising a tracking server coupled to the marketplace, the tracking server configured to collect data on the ~~messages~~ <u>message</u> transmitted to the content site and ~~results~~ <u>result</u> from ~~messages~~ <u>the message</u>.

29.   (original)   The system of claim 28, further comprising an advertiser and campaign manager coupled to the marketplace, the advertiser and campaign manager configured to manage campaigns, thereby generating a set of message deals that content sites can accept or reject.

30.   (previously presented)   The system of claim 29, further comprising an advertiser reporting system coupled to the marketplace, the advertiser reporting system configured to collect data on message deals and results to generate reporting data.

31.   (previously presented)   The system of claim 27, wherein the marketplace is further configured to transmit a message to the content site in response to a message deal of a message matching a business rule of the content site.

32.   (previously presented)   The system of claim 22, wherein the content inventory and deal manager is configured to generate a tag embedded in a page configured to be

transmitted to the content site, the tag identifying a location in the page for displaying the advertisement.

33. (previously presented)   A system for distributing advertisements to a medium, the system comprising:

   a.   an advertiser campaign manager configured to generate a plurality of campaigns, each campaign comprising a plurality of messages, targets, and a price associated with each message, each message having an associated advertisement;

   b.   a storage device for storing the plurality of campaigns;

   c.   a content inventory and deal manager configured to classify the plurality of messages according to the targets such that each target is associated with two or more classified messages, and to associate a price metric with each message;

   d.   a marketplace configured to select a message from the database for distribution to a content site according to a selection criteria, the selection criteria including a price metric and a business rule of the content site; and

   e.   a message server configured to transmit the selected message to a content site, wherein the marketplace is coupled to the advertiser campaign manager, the storage device, the content inventory and deal manager, and the message server.

34. (original)   The system of claim 33, wherein the content inventory and deal manager is configured to classify the plurality of messages according to one of content classification, a demographic classification, or a geographic classification.

35. (original)   The system of claim 33, wherein the advertiser campaign manager is configured to automatically generate a message based on the metadata of a product or service being advertised.

36. (currently amended)   A method of distributing advertisements to a medium <u>over a wide area network</u>, the method comprising:

   a.   determining a site categorization of a content site;

   b.   determining a message categorization for each of a plurality of messages, each message containing a corresponding advertisement;

c.   matching the message categorization with the site categorization to form a plurality of matched messages for the content site;

d.   classifying the plurality of matched messages according to a target criterion;

e.   selecting a message from the plurality of matched messages using a selection criterion, the selection criteria comprising a price associated with the message and a ranking of each of the plurality of messages;

f.   delivering the selected message to the content site from a server, the message comprising a format adapted to display in the corresponding content site, wherein the message is automatically generated based on a characteristic of the content site; and

g.   generating tracking information by tracking delivery and results of the selected message.

37.   (previously presented)   A system for distributing advertisements to a medium, the system comprising:

a.   a database containing a plurality of messages organized by a targeting classification and ranked according to a ranking criterion;

b.   a content inventory and inventory and deal manager configured to determine a site categorization of a content site, determine a message categorization for each of the plurality of messages, match the message categorization with the site categorization to form a plurality of matched messages for the content site and select a message from the plurality of matched messages according to a selection criteria, the selection criteria including a price metric, wherein the content inventory and inventory and deal manager is configured to generate a tag embedded in a page configured to be transmitted to the content site, the tag identifying a location in the page for displaying the advertisement;

c.   a message server configured to transmit the selected message from the database to a content site

d.   a marketplace coupled to the content inventory and deal manager, the marketplace configured to transmit a selected message to the content site;

e.   a tracking server coupled to the marketplace, the tracking server configured to collect data on the messages transmitted to the content site and results from messages;

f.   an advertiser and campaign manager coupled to the marketplace, the advertiser and campaign manager configured to manage campaigns, thereby generating a set of message deals that content sites can accept or reject; and

g.   an advertiser reporting system coupled to the marketplace, the advertiser reporting system configured to collect data on message deals and results to generate reporting data.